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Reply to office action of July 21, 2009   Docket: CU-4462

REMARKS/ARGUMENTS

Reconsideration is respectfully requested.

Claims 1-25 are pending before this amendment. By the present amendment, claim 3 is <u>cancelled</u> without prejudice and claims 1, 4, 8-10, 13-14, 18-19, 23-25 are <u>amended</u>. No new matter has been added.

In the office action (page 2), the substitute specification filed August 20, 2008 stands rejected as going beyond the correction of grammar. In response, the applicants have amended the substitute specification as suggested by the examiner. Accordingly, the applicants respectfully request withdrawal of the outstanding rejection.

In the office action (page 4), claims 1, 8, 13-14 and 18-19 stand rejected under 35 U.S.C. §112, ¶1 as failing to comply with the written description requirement.

Specifically, the examiner rejects claims 1, 18, and 19 stating the recitation of "history data," "type information," and "predetermined reference information" as previously amended were absent from the original disclosure.

In response, the applicants have amended claim 1, 18, and 19 to recite "history data" as comprising --<u>the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user</u>--. The support for this amendment can be found at least in the specification page 11, lines 14-16 of the original disclosure. Claims 1, 18, and 19 have also been amended to recite the "type information" as representing --<u>an effective period that is predetermined for the keyword</u>--. The support for this amendment can be found at least in the specification page 17, lines 15-19 of the original disclosure. Finally, claims 1, 18 and 19 have been amended to recite the "predetermined reference information" as comprising --<u>several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event</u>--. The support for this amendment can be found at least in the specification page 12, lines 5-8 of the original disclosure.

The examiner rejects claims 8, 13, and 14 stating the recitation of the term "advertisement request" is absent from the original disclosure. In response, the

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applicant have amended claims 8, 13, and 14 to recite –the advertisement request is a request for **the advertisement information about the advertisement keyword so that the first sponsor can determine whether or not to purchase the advertisement keyword**–. The support for this amendment can be found at least in the specification page 26, line 22 - page 28, line 7 and FIG. 8 of the original disclosure.

Accordingly, the applicants respectfully submit that claims 1, 8, 13-14 and 18-19 as amended comply with 35 U.S.C. § 112 ¶1. Therefore, the applicants respectfully request withdrawal of the outstanding rejections.

In the office action (page 5), claims 8, 13 and 14 stand rejected under 35 U.S.C. §112 ¶1 as failing to comply with the written description requirement.

More specifically, the examiner states that the term "evaluation data" is absent from the original disclosure. In response, the applicants have amended claims 8, 13, and 14 to remove the recitation of the term "evaluation data" and has replaced it with – providing **the advertisement information corresponding to ~~evaluation data of~~ the** advertisement keyword to a web browser of the first sponsor–. The support for this amendment can be found at least in the specification page 28, lines 1-2 and FIG. 8 of the original disclosure.

Accordingly, the applicants respectfully submit that claims 8, 13,and 14 as amended comply with 35 U.S.C. § 112 ¶1. Therefore, the applicants respectfully request withdrawal of the outstanding rejections.

In the office action (page 6), claims 1-7, 18-20 and 23-25 stand rejected under 35 U.S.C. §103(a) as being obvious over WIPO Publication No. 02/07030 (Nam). The "et al." suffix is omitted from the Nam reference name.

The applicants respectfully **disagree**.

As argued in previously filed responses, Nam accepts a keyword as being an interested field of the user and does not disclose anything with respect to differentiating wither a keyword is an actual interested field of the user.

In the office action (page 24), the examiner rejects the applicants' previous arguments stating that Nam does not teach the various types of data disclosed in the present invention. In response, the examiner asserts that the various data elements

recited in the claims are not narrowly defined and that the examiner is applying the broadest reasonable interpretation of the claims. The examiner further states that the various data described by Nam has been construed as teaching all the limitations of claims 1, 18-19, and 23-25. In response, the applicants have further amended the claims to explicitly recite the various types of data within the presently claimed invention. The applicants submit that as amended, Nam does not teach the data recited in the claims. Further, the data recited in the presently claimed invention is essential to the function of the present invention. That is, the specific data recited in the claims allow the present invention to distinguish a predetermined event of user as either relating to an interested field of the user or not. Absent the data recited in the claims, Nam cannot make any such determination.

Referring to FIG. 3 of the present application, a predetermined event is inputted by a user, e.g., inputting a keyword to a search engine. The predetermined event is then stored as history data. History data comprises **–the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user**–. That is, the history data is recorded so as to specifically attach information regarding the predetermined event, i.e., keyword. This information is then stored for reference. The predetermined event is then analyzed to determine it's "type." The types are classified according to a degree of immediacy that the event has (specification page 17, lines 16-17). This is referred to as an "effective period" within the specification (specification page 17, line 18). Accordingly, a keyword can be given an "effective period" of one day for a keyword such as flower delivery as it typically has a high sense of immediacy, whereas a keyword such as "study abroad" does not have a high sense of immediacy and may be given an effective period of one month (specification page 17, line 15 - page 18, line 2).

In the claims, –type information– has been amended to represent --**an effective period that is predetermined for the keyword**–. In the office action (page 24), the examiner argues that the present application fails to disclose how keywords are distinguished by a "sense of immediacy." The applicants respectfully disagree. The present application clearly discloses that the "effective period" is provided for keywords in advance. That is, keywords may already be categorized and given an "effective

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period", i.e., type information prior to the predetermined event by the user. This is also recited in now cancelled claim 3 of the present application. The examiner's assertion that the presently claimed invention does not teach how a "sense of immediacy" is determined is to deny the entire teaching of the present application.

Further, the type does not only determine the "sense of immediacy", but also by the history data of the keyword. The presently claimed invention then further searches for --predetermined reference information-- that corresponds to the various types so as to determine if the keyword is an interested field of the user. That is, the --predetermined reference information **comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event**-- (specification page 12, lines 5-8). The interested field of the user is judged according to the --predetermined reference information--.

That is, the numerous conditions such as the number of times an event is inputted, the frequency, or recentness of the event in light of the type information can accurately determine whether the keyword is an interested field of the user. For example, if a keyword has an effective period of one day and is inputted more than two times per day, which would be stored as history data for the keyword, the present invention would interpret this as meaning the keyword is an interested field of the user based on the history and type data in light of the predetermined reference information (specification page 19, lines 1-14).

These aspects of the presently claimed invention are clearly recited in independent claims 1, 18, and 19. The applicants respectfully disagree that Nam teaches the above limitations as recited in the claims.

The examiner cites page 11, lines 10-12 of Nam as teaching the --history data-- of the presently claimed invention; however, Nam does not teach --wherein the history data **comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user**--. Rather, Nam teaches storing the characteristics of a page so as to find relevant advertisements. Referring to the tables of Nam outlining the data that is stored, Table 1 includes selected fields of interests of the user that are pre-stored. That is, Table 1 of

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Nam is pre-populated by the user and there is no need to determine whether the input is an interested field of the user since the user intentionally makes the selections. Further, a person having ordinary skill in the art would not look to the data of Nam to suggest storing --history data-- as amended since the --history data-- of the present invention keeps usage and frequency statistics in order to ultimately determine if a keyword is an interested field of the user. Consequently, neither of the other tables, i.e., Tables 2-4, recite any information analogous to the claimed --history data-- since such information is not needed in light of the process of Nam.

The examiner further cites to page 11, lines 5-12 of Nam as teaching the claimed --type information--. As described above, the type information represents an "effective period" that is explicitly defined in the specification as a degree of immediacy (specification page 17, lines 15-19). This is further explained with reference to examples in which a keyword can have an "effective period" of a day, week, or month. There is nothing in Nam remotely similar to such data. The information disclosed in Nam relates directly to either an explicitly stated field of interest of a user via a form or information about a website that is visited. The presently claimed utilizes the --type information-- in conjunction with the --predetermined reference information-- to judge if a keyword is an interested field of the user. There is no such comparable data allowing for such a process in Nam.

The examiner cites page 16, lines 9-12 of Nam as teaching the claimed --predetermined reference information--. The applicants respectfully submit that there is nothing in Nam that teaches --the predetermined reference information **comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event**--. The examiner's reference to "predetermined" with respect to Nam does not teach the above amended limitation. As previously stated, the --predetermined reference information-- in conjunction with the type and history data allow the present invention to **determine** --whether the keyword is an interested field of the user in view of the predetermined reference information--.

The examiner on page 8 of the office action states that in Nam, "these keywords are assumed to be an *interested field of the user* since the user actively entered them."

The applicants respectfully agree. However, reading the claims as amended, the present invention determines whether the keyword is an interested field of the user —in view of the predetermined reference information—. The examiner on page 8 of the office action acknowledges that no such determination takes place as Nam "assumes" a keyword is an interested field. In contradistinction, the presently claimed invention makes a determination based on the predetermined reference information as defined in the claims.

The applicants respectfully submit that there is no way Nam can teach the presently claimed invention since there is absolutely no teaching of the claimed —history data—, —type information—, or —predetermined reference information— as amended. Further, Nam does not in any way **determine** whether the keyword is an interested field of the user —in view of the predetermined reference information— since Nam assumes a keyword is an interested field according to the examiner. Therefore the applicants respectfully submit that Nam does **not** teach independent claims 1, 18, and 19 for at least the reasons set forth above and respectfully request withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

In the office action (page 14), claims 8-17, 21 and 22 stand rejected under 35 U.S.C. §103(a) as being obvious over Nam in view of U.S. Patent No. 7,043,471 (Cheung). The "et al." suffix is omitted from the Cheung reference name.

The applicants respectfully **disagree**. In the presently claimed invention, if a sponsor makes an advertisement request for an advertisement keyword that is not present in the keyword database, a —**request** counter value— is incremented. That is, for example, if a sponsor were to make an advertisement request, which is a request for information corresponding to the advertisement keyword, for an advertisement keyword such as "refrigerator" and it did not exist in the keyword database, a request counter value would be incremented by 1 and stored in a predetermined storing means (specification page 27, line 14-19). Such a request counter as recited in the specification and claims allows the present invention to gauge interest in an advertisement keyword based on requests by the sponsor itself.

Using the request counter value with a threshold allows the present invention to

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add an advertisement keyword to the keyword database if it does not exist. That is, if for example, the threshold of the request counter value was set to 3, once the advertisement keyword was requested three times by a sponsor, the request counter value would have been incremented to 3 thereby surpassing the threshold value of 3. Accordingly, the present invention would recognize that the advertisement keyword was desired by sponsors and would therefore add it to the keyword database and beginning keeping advertisement information relating to the advertisement keyword (specification page 27, lines 19-22; FIG. 8).

In the office action (page 15), the examiner acknowledges that Nam does not teach "an input counter," now amended to --**request** counter value--. The examiner cites Cheung as teaching the --**request** counter value--; however, Cheung does not teach a comparable --**request** counter value-- as in the amended claims. The examiner cites to Cheung col. 6, lines 48-51 and col. 8, lines 31-44. As stated by the examiner, these portions describe rank and seniority. The --**request** counter value-- of the present invention has nothing to do with rank or seniority. There is nothing in Cheung that teaches a --**request** counter value-- being incremented when a keyword is not present in a keyword database. The --**request** counter value-- is directly tied to the number of times a sponsor requests an advertisement keyword **and** it is not present in the keyword database.

Therefore, the applicants respectfully submit that neither Nam nor Cheung, whether considered individually or in combination, teach or suggest all the limitations of amended claims 8, 13, and 14 since neither of the cited prior art references teach -- **when** there is no advertisement information corresponding to the advertisement keyword in the keyword database, recording the received advertisement keyword and **incrementing a request** counter value for the advertisement keyword in a predetermined storing means**, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor**--. Accordingly, the applicants respectfully request withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

As to claims 2, 4-7, 9-12, 15-17, and 20-25, the applicants respectfully submit

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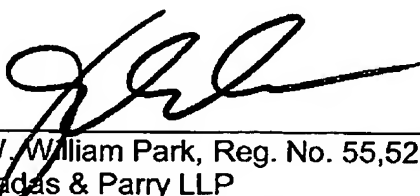Reply to office action of July 21, 2009   Docket: CU-4462

that these claims are allowable at least since they depend from independent claims 1, 8, 13, and 14 which are now considered to be in condition for allowance for at least the reasons set forth above. Accordingly, the applicants respectfully request withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

For the reasons set forth above, the applicants respectfully submit that claims 1-2 and 4-25, now pending in this application, are in condition for allowance over the cited references. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

This amendment is considered to be responsive to all points raised in the office action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Respectfully submitted,

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W. William Park, Reg. No. 55,523
Ladas & Parry LLP
224 South Michigan Avenue
Chicago, Illinois 60604
(312) 427-1300

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APPENDIX OF ATTACHMENTS

Substitute Specification